

CERTIFICATE OF TRANSMISSION

I hereby certify that this correspondence (along with any paper referred to as being attached or enclosed) is being submitted *via* the USPTO EFS Filing System; **Mail Stop Amendment**; Commissioner for Patents; P.O. Box 1450; Alexandria, VA 22313-1450.

Date: October 9, 2007/Stacey Bussey/
Stacey Bussey**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re patent application of:

Applicant(s): Eric J. Horvitz, et al.

Serial No: 10/686,198

Filing Date: October 15, 2003

Examiner: Joshua David Crabtree

Art Unit: 3714

Title: METHODS AND APPARATUS FOR PREDICTING AND SELECTIVELY
COLLECTING PREFERENCES BASED ON PERSONALITY

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION DATED JULY 9, 2007

Dear Sir:

Favorable reconsideration of the above-identified patent application is respectfully requested in view of the following comments.